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## FASHION BUSINESS



Cover picture courtesy: Blackberrys

### Stores



#### Celio

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#### Love Moschino

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#### Mia by Tanishq

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#### SS Homme

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#### Superkicks

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#### Sunar

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### CONSUMER INSIGHTS

#### ABOVE & BEYOND THE MILLENNIALS

Experts from Kantar IMRB share insights on how the rising urban Indians are the latest fashion consumers pushing the retail market worth at a promising CAGR of 9.7 percent.

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### E-COMMERCE

#### Growth of E-commerce in Indian Fashion

Amit Gugnani, Sr. Vice President, Fashion - Textiles & Apparel, Technopak highlights on how e-tailing can be expected to augment the growth of traditional retail in India along with consolidating wholesale and distribution channels.

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### INTELLIGENCE

#### Intelligent Retail

Samik Roy, Country Head, Microsoft Business Applications, shares that how retail is one of the few industries which witnessed early impact of digital transformation in the form of e-commerce.

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### CONSUMER XPERIENCE

#### CX: Building Customer Centric and ROI Driven Omni-Channel Journeys

Mukul Bafana, CEO, Arvind Internet, anchors a round table panel that talks about a successful omni-channel model where both the customer and brand win.

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## BUSINESS & INNOVATION



### CONFERENCE

#### MASTERCLASS NIFT & US UNIVERSITIES

A one of a kind master class, on the second day of IFF 2018, featured faculty members from National Institute of Fashion Technology, Iowa State University, University of North Texas and Auburn University, discussing trends affecting small independent retailers in India.

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### LAUNCHES

#### Siyaram Launches Apparel Brands

##### Mozzo & Inspiro

Siyaram launched its apparel brands - Siyaram's Mozzo and Siyaram's Inspiro at the All India Dealer Conference in Goa.

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### INITIATIVE

#### Usha Silai Bridging Rural Workpool to Urban Fashion Market

Usha International Ltd., in consultation with IMG Reliance, launched the sustainable fashion label Usha Silai at Ogaan, one of India's pioneering multi brand fashion store.

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### EVENT

#### CENTRESTAGE 2018: The Asian Fashion Spotlight

Asia's fashion spotlight event returns with Centrestage, a unique promotion platform dedicated for international, especially Asian, fashion brands and designer labels.

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## FASHION RETAIL



### LEADER TALK

#### THE SHIRTS AND TROUSERS STUDY:

Leaders reveal how the market for shirts and trousers has evolved gradually and through it, the wearers today, are inclining towards creating their personal fashion expressions.

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### SHIRT MARKET

#### SHIRTS SPEAK: CHALLENGES, OPPORTUNITIES & TRENDS

Shirts are still one of the most important wardrobe investments for both men and women across India. IMAGES BoF takes a look at the growing segment and the prevailing trends.

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### TROUSER MARKET

#### AN EXPOSITION OF THE TROUSER MARKET IN INDIA

IMAGES BoF speaks to some of the leading brands to understand the current market and key trends in the trouser industry in India.

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### BRAND WATCH

- 149 Aeromen/Aedon/Centoventi
- 150 Being Human
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- 154 Blackberrys
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- 163 Cream Class
- 164 Endicott & Skyking
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- 168 John Miller
- 169 Lee Cooper
- 170 Max Fashion
- 171 Otto
- 172 Parx
- 178 Pepe Jeans
- 179 Sigo
- 180 Success
- 181 Summerline
- 182 Turtle



## The shirts & Trousers study



### COVER RESEARCH

#### THE SHIRTS MARKET IN INDIA

Experts from Technopak map the Indian shirt's market that holds huge scope for brands and retailers, provided they manage to cater to the ever-changing fashion requirements of both formal and semi-formal shirts for men and women.

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### COVER RESEARCH

#### THE TROUSERS MARKET IN INDIA

Experts from Technopak outline the market, key segments and the opportunities for brands and retailers.

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## FASHION CREATION

### Bespoke Fashion **BESPOKE SHIRTS AND TROUSERS**

*Over the past few years, there has been a steady rise both in the number of clients and brands in the bespoke apparel segment. Shirts and trousers act as the gateway for the nouveau bespoke enthusiast, chiefly due to the relatively lower prices. A ground report from the industry.*

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### Bespoke Brands

**199 CREATE**

**200 SS HOMME**

**201 TAILORMAN**

**202 HOUSE OF SUNIL MEHRA**



### Design Icons

#### **DESIGNER SHIRTS AND TROUSERS**

*Designer fashion is a segment that has been steadily climbing up the ranks when it comes to the modern consumer's affinity for a perfect look. IMAGES BoF takes a look at the finer nuances of the shirts and trousers segment as it gets more and more organised with the increase in the modern consumer who wants the best fit for him.*

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## Fashion Creation



### Textile Leaders

#### **BIRLA CENTURY: RISING DEMAND FOR BLENDED FABRIC & FUNCTIONALITY**

*R C Panwar, Joint President - Marketing, Birla Century reflects on the shirts and trousers market and sheds light on the evolving fabric market and how the market has transformed in the past few years.*

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### Textile Leaders

#### **MAYKA: EMPHASIS ON FABRIC INNOVATIONS & FINISHES**

*Jayanti Gangar, Partner, Mayka shares his experience about the shirts fabric industry with IMAGES Business of Fashion. He shares insights on the emerging trends and market demands for the shirts fabric.*

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